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Spotlight

ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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CURRENT SERIAL RECORDS

FAR EAST FEED TEAM ATTENDS SCHOOL IN IOWA

A 47-man team of Far Eastfeed and livestock specialists (44 from Japan and 3 from Taiwan) was in the U.S. last month for a three week course of study. The team was under the joint auspices of the U.S. Feed Grains Council, National Renderers Association, American Soybean Association, and the Japan Feed Council.

The team attended a two week lecture course on nutrition and feeding at Iowa State University, and then made a field trip inspection and study of modern feeding operations, feed mills, rendering plants and soybean facilities in Iowa, Missouri, Arkansas and Louisiana.

The group was composed of executives, directors, managers, engineers and technicians from various organizations and firms connected with the feed and related industries in Japan and Taiwan. Heading the contingent was Seigi Nakagawa, director, Commercial Feed Section of the Livestock Bureau, Japanese Ministry of Agriculture & Forestry. Katsu Yamanaka, managing director of the Japan Feed Council, and Hansen Shen Kao, secretary general of the Taiwan Feed Industry Association were deputy team leaders.



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IIC PROGRAM PROGRESSING

The International Institute for Cotton sales promotion and public relations program is working with over 400 leading manufacturers and 15,000 retailers in Western Europe and Japan.

The program is having a definite multiplier effect as evidenced by the following testimonials from the European trade:

- 1) The Austrian Industry Cooperators as a matter of principle have agreed to increase their part of the joint industry/IIC promotion funds from six to ten times the amount which IIC puts in.
- 2) In Switzerland the cooperating manufacturers and retailers are contributing 20 times the amount IIC is putting into the program.
- 3) The No. 2 shirt maker in Sweden had made only 10 percent of his dress shirts in cotton two years ago. Having seen the effect of the IIC campaign with the No. 1 brand during 1967 and 1968 he plans to switch 50 percent of his production to cotton.
- 4) The largest textile retailer in Europe has agreed to increase its ordering of cotton dresses very substantially for 1968 after a highly successful joint promotion with IIC in 1967.

The program in Japan is resulting in sales increases for cotton. Production of cotton products increased about 15 percent last year as compared to a 6 percent gain for synthetics and a slight decline for cotton products the previous year.

COOPERATOR COLLABORATION

The Institute of American Poultry Industries tried a new technique at the Torino Fair of Domestic Arts, March 22-April 4. Instead of following its usual practice of directing, financing and manning the entire exhibit, IAPI collaborated with a selected U.S. wholesaler/distributor for the Italian market.

The distributor decorated the stand and provided the paneling, signs, freezers and cooking equipment, as well as the poultry and personnel to help man the exhibit.

The technique worked well at Torino and may be tried at future poultry exhibits.

It gave the distributor, Torino-Sargelati, a chance to observe the favorable reactions of the public to U.S. family size turkeys and specialty items, information he will need to convince his importers to bringing in more of these products. He also had an opportunity to talk business with the Italian hotel and restaurant trade and to quote prices and pick up a large number of orders for the products exhibited.

IAPI, not only saved money by not having to bear all the exhibit expenses by themselves, but had more time to devote in hosting meetings and luncheon-demonstrations to the trade and media representatives.

ASTA HOSTS CONGRESS OF INTERNATIONAL SEEDSMEN

The American Seed Trade Association hosted the Biennial Congress of the Federation of International Seedsmen (FIS) at the Waldorf-Astoria, New York City, May 26-30.

It was the first time the Congress had been held outside Europe. The seed export business with the FIS countries totals about \$40 million annually.

Over 500 delegates attended from the following 30 countries: Argentina, Austria, Australia, Belgium, Bulgaria, Canada, Czechoslovakia, Denmark, England, France, East Germany, West Germany, Hungary, India, Ireland, Israel, Italy, Japan, Luxembourg, Mexico, Netherlands, Peru, Poland, South Africa, Spain, Sweden, Switzerland, Taiwan, United States and Yugoslavia.

Horace Godfrey, Administrator of the Agricultural Stabilization and Conservation Service, was one of the

speakers. Congratulatory telegrams were read from President Johnson, Vice President Humphrey, and Secretary Freeman.



NRA Executive Director Dean A. Specht (4th from left) greets Yoshio Akima (5th from left), leader of a group of Japan Feed Manufacturers Association executives on their arrival in Chicago. On the far right is James Iso, NRA's Far East Director, who accompanied the team to the American Feed Manufacturers Association convention and visits to various feed mills throughout the U.S.

VIRGINIA PROMOTION PROGRAM

The Virginia State Department of Agriculture has appointed Conrad Lutz as its Director of International Trade with offices at 3 Rue Joseph 11, Brussels, Belgium. He is probably the first full time overseas state agricultural representative for the U.S.

Lutz is a Swiss-American, fluent in six languages, formerly employed as assistant director in Europe for the Virginia State Ports Authority.

The state is also in the process of setting up an Export Council specifically geared to the needs of agriculture. A service center to provide information to exporters and assistance in export

documentation is planned. A fee would be charged for these services.

The Virginia agricultural promotion activities are financed through a two-year appropriation by the state of \$160,000. C. T. Barns is the agricultural market development and export director. He is assisted by export specialist John J. Ligon.

The most important Virginia agricultural exports are beef and dairy cattle, tobacco, apples, and poultry. A sizeable export business has also been developed in Europe for Virginia eels. The product, although virtually unknown to gourmets in the U.S., has long been a great delicacy in Europe.

Virginia works closely with other states in the export of cattle. A large portion of its cattle exports originate from outside the state but are channeled through Virginia ports.

COTTON COUNCIL OPENS OFFICE IN BELGIUM

Cotton Council International opened an office in Belgium July 1 to service trade and industry in Europe for American cotton. The man in charge is Stephen Bowkett, for the past 8 years European sales representative for Calcot, Inc., a large California cotton cooperative.

The office is located in Waterloo, Belgium, P.O. Box 2, phone (Brussels exchange) 549-205.

VENEZUELAN BAKING SCHOOL

The Venezuelan Vocational School (INCE), in cooperation with Great Plains Wheat, will open a Bakers' Training School this summer. The school will provide bakers with the basic knowledge to operate their businesses and techniques in producing a good, nutritious loaf of bread at an economical price.

According to the agreement between the two organizations, GPW will provide technical assistance in the form of a master baker and consultation on any problems which might arise. INCE provides all the facilities and equipment and pays the salaries of the instructors.

Initial plans call for a school to be established in Caracas and two additional schools in other cities in the near

future. The schools will be patterned after similar schools GPW helped establish in Colombia and Guatemala.

INCE is planning on conducting three or four courses the first year with at least 20 students in each class.

The courses will include training in producing American-type bread and proper methods of mixing domestic and imported wheats.

TENTATIVE FALL AND SPRING INSTORE PROMOTION SCHEDULE

21,042 stores, including 195 department stores

<u>1968</u>	<u>Country</u>	<u>Store Group</u>	<u>No. Stores</u>	<u>Type</u>
July 4-17	Philippines	New Frontier	2	Large Supermarkets
July 15-27	U. K.	Whiteleys	1	Dept. Store with 12,000 square feet food hall
Sept. 21-29	West Germany	VEGE Zentral Erding	500	Self-Service Supers
September	No. Ireland	(Not yet designated, promotion will coincide with Ideal Homes Exhibition, Belfast)		
Sept./Oct.	Switzerland	USEGO	4,300	Voluntary Cooperative (Self-Service)
Oct. 10-19	West Germany	KOCH & MANN (Koma) NORD GMBH	1,200	Voluntary Cooperative
October	Belgium	Grand Bazar	50	Self-Service Supers
October	U. K.	David Morgan	1	Dept. Store with large food hall

October	Norway	IRMA AS	35	Self-Service Supers
Nov. 14-20	Sweden	METRO	63	Self-Service (incl. 30 Supers)
November	Ireland	SPAR	280	Self-Service
Nov./Dec.	West Germany	Kolonial Import (VIVO Stores)	3,000	Self-Service Supers

<u>1969</u>	<u>Country</u>	<u>Store Group</u>	<u>No. Stores</u>	<u>Type</u>
January	Italy	(Not yet designated, promotion will coincide with a Food Show at the Milan Trade Center, January 18-25)		
February	West Germany	KAUFHOF A.G.	52	Dept. Stores
February	Sweden	VIVO	960	Self-Service Supers
March	Denmark	H. B. (Hovedstadens Brugs)	377	Self-Service (incl. 67 Supers)
March	Sweden	FAVOR	320	Self-Service Supers
March	Netherlands	Vroom Dreesman	52	Dept. Stores Self-Service Supers
April	Sweden	ICA	6,977	Self-Service Supers
April	Belgium	DELHAIZE FRERES & CIE "LELION"	32	Supers
May	Sweden	KONSUM	2,898 141	Retail Shops Dept. Stores
May	U. K.	SPAR		
July	Philippines	MAKATI	1	Large Super- market



HERE and THERE

Presidents of 14 state soybean associations and members of the executive and market development committee of the American Soybean Association are considering plans for a coordinated program of increased international market development and soybean research financed on a one-half cent per-bushel basis. The plan was discussed at a recent 2-day meeting in St. Louis and will be one of the major topics at the ASA national convention in New Orleans, August 19-21.

The International Fair at Santarem, Portugal featured purebred Holstein-Friesian and Hereford cattle flown from the U.S. Corn, wheat, sorghum and soybeans for improved animal nutrition were among the other U.S. products on display. Over 100,000 persons were at the fair on opening day. Long before the show ended, all U.S. animals on exhibit had been sold. Other countries participating in this event were Great Britain, Italy, Germany, France, Brazil, and the various provinces of Portugal.

Executives of the Japan Feed Manufacturers Association recently concluded an 18-day tour of U.S. feed, cattle, poultry and rendering industries. James Iso, the National Renderers Association Far East director, accompanied the team. The group attended the American Feed Manufacturers Convention in Washington, D.C. and made a field survey of U.S. rendering plants, feed mills, and wheat processing plants.

Bill Dobbins, Trade Center Coordinator, FAS, is transferring to the Attache Service and will be stationed in Rome, replacing *Glenn Tussey*, who is coming in for a FAS/Washington assignment. Bill Schaal, the Trade Center Manager in Tokyo, is replacing Dobbins in Washington.

A U.S. Agricultural Trade Mission visited Yugoslavia, Romania, Poland, Hungary and Czechoslovakia, June 18-29. The mission was divided into two groups, each visiting two countries, then combining to visit the fifth and final country. Members of the mission were Henry Hall Wilson, Jr., president, Chicago Board of Trade; John R. Wenmohs, FAS; Roy F. Hendrickson, Executive Secretary, National Federation of Grain Cooperatives; Joseph Hajda, Kansas State University; and John D. Palmer, Tobacco Associates, Inc.

Jerry Rees executive secretary of the Washington Association of Wheat Growers, has been appointed market development program coordinator for Western Wheat Associates in Washington, D.C. He replaces *George Wood* who will be directing Wheat Associates activities in Taiwan.

Four Japanese government officials arrived July 7 for a 3-week visit of the U.S. livestock industry. The Holstein-Friesian Association of America, American Angus Association, and the American Hereford Association assisted FAS in planning the itinerary.

Soybean Council representatives and offices in India, Pakistan and Turkey effective July 1 are as follows: *Maharajkumar Virendrasingh*, B-49, Greater Kailash, New Delhi, India; *Rustom Patel*, Room No. 122, Hotel Metropole Club Road, Karachi 17, Pakistan; and *Vasfi Hakman*, Tunali Hilmi Caddesi, Tunca Apt. 88/4, Kavaklidere, Ankara, Turkey.

Great Plains Wheat is getting an assist from several Foundations in bringing visitors to the U.S. Recent visitors include *Ulises Calva*, agricultural engineer with the Central Laboratory of the Spanish National Cereal Service, an Eisenhower Exchange Fellow; and *Elie Touma*, director general of the Cereals and Sugar Beet Office for the Lebanese Government, traveling under the International Visitor Program of the Department of State.

Japanese Livestock Team is currently traveling in the United States under a market development project in cooperation with the Hereford, Aberdeen-Angus, and Holstein-Friesian breed associations. The leader of the group, a vice-governor from Aomori Prefecture, has purchased 160 head of Polled Hereford cattle in Colorado. Final selection and shipment of these cattle will be made in September. Additional purchases are expected during the coming year.

A Mexican Dairy Team has concluded a trip to the U.S. They are interested in the purchase of a substantial number of Holstein-Friesian dairy cattle and dairy plant equipment. Total purchases may run as much as \$15 million over the next five years.

Japanese government and trade team arrived in the U.S. July 28 to visit beef and pork and other livestock operations. The visit is a direct result of market development activities for high quality beef cuts at the Tokyo Trade Fair.

The team will be hosted by state, industry and city groups, and shown livestock, meat, meat market, purveyor, retail and restaurant operations. Following the team's visit, a beef show and seminar will be held at the Tokyo Trade Center in September.

Ferenc Molnar, Executive Vice President of the Soybean Council, is presently on a supervisory trip of its market development projects in Germany, Spain and Iran. He will be returning to the U.S. the end of July.

John J. Ward, Director of the former Rome Area Office of the Soybean Council, is now stationed in the Servicing Office in Madrid as its European Representative. *John J. Lynch*, the comptroller of the office, is presently on home leave in the U.S. but will be returning to Madrid shortly.

A five-man team of Belgian flour millers have just completed a three-week orientation tour of the U.S. wheat industry. Great Plains Wheat and FAS sponsored the visit. *J. C. Raley*, GPW marketing specialist, accompanied the team.

Winston G. Thorburn has been appointed agricultural attache to Colombia, replacing *Richard A. Smith* who has returned to Washington for reassignment. Thorburn was agricultural officer in Sao Paulo, Brazil from 1961 to 1966.

A four-man team of Brazilians arrived in the U.S. late last month for a three-week tour of the U.S. wheat industry. Great Plains Wheat and FAS are sponsoring the visit. *J. C. Raley*, GPW marketing specialist, and *Armando Gomez*, director of the GPW Rio office, are accompanying the team.

William L. Davis has been appointed agricultural attache to Nairobi with responsibility for Kenya and Uganda. Davis has been serving as assistant agricultural attache to Turkey. He replaces *Howard Akers*, who has returned to Washington for reassignment.

Lee Roy Paramore, most recently agricultural attache in Manila, was presented with a plaque of appreciation in Washington, June 21, by the Federation of Cattle Raisers Association of the Philippines, "In grateful recognition of his interest and assistance in promoting and developing the livestock industry in the Philippines." Members of the Federation made the presentation while in the U.S. for a livestock buying mission.

Norman Paulhus, Dairy and Poultry Division, presented two papers on export poultry marketing at the Annual Poultry Science Meeting at Texas A&M University, July 8-12. The papers were entitled: (1) a comparison of Break-bulk and van container poultry shipments to export markets, (2) poultry markets in the Caribbean.

Ron Collins of the National Peanut Council recently returned from the U.K. where he met with members of the Office of Agriculture Attache and British Peanut Council to finalize plans for the forthcoming British Peanut Week campaign. Arrangements were made for the U.S. Trade Center in London to feature a major peanut display during the September 24-October 11 promotion.

A three-man team of dairymen representing the dairy co-op "Pastuereizadora Laguna" of Mexico arrived in the U.S. July 8 for a two-week visit of dairy plants and farms in the U.S. The itinerary was worked out by FAS, Dairy Society International, and the Holstein-Friesian Association. The team members are interested in the purchase of dairy cattle and equipment. Mexico is the leading importer of dairy cattle from the United States. Imports in 1967 totaled 11,099.